

FIGURE 1

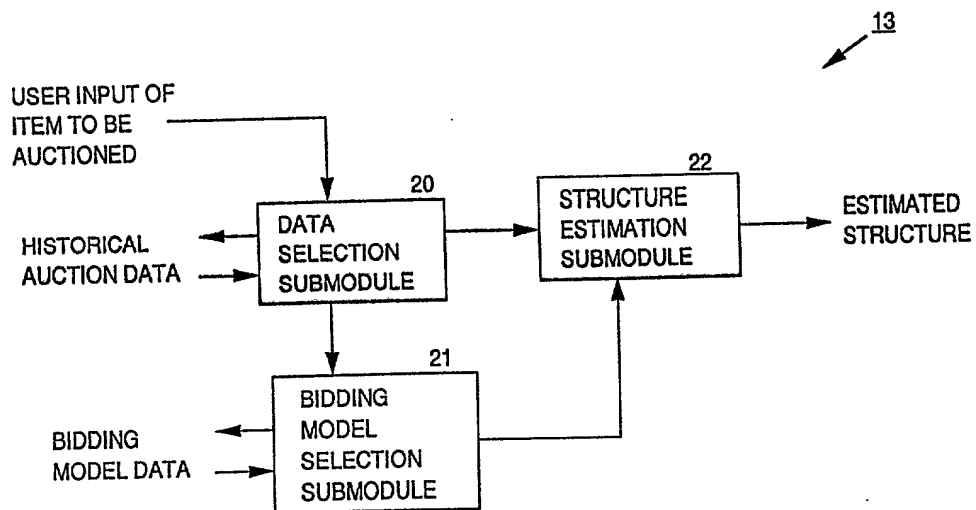


FIGURE 2

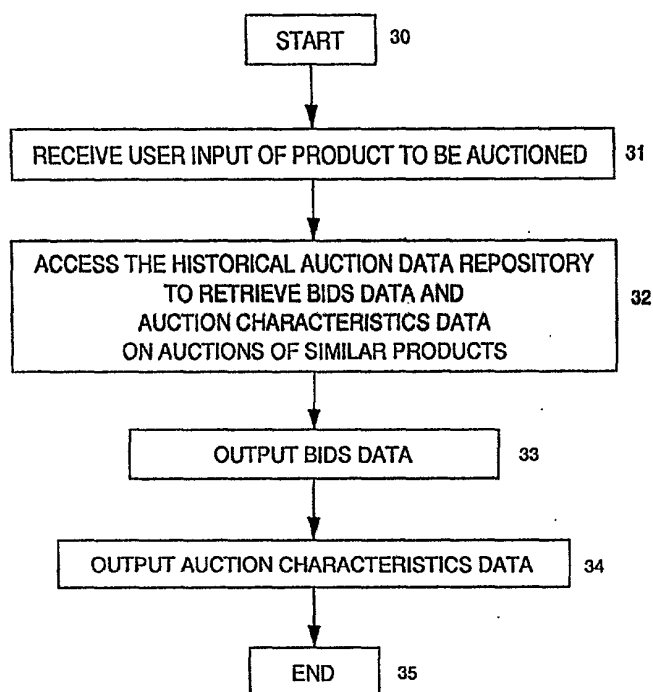
DATA SELECTION SUBMODULE

FIGURE 3

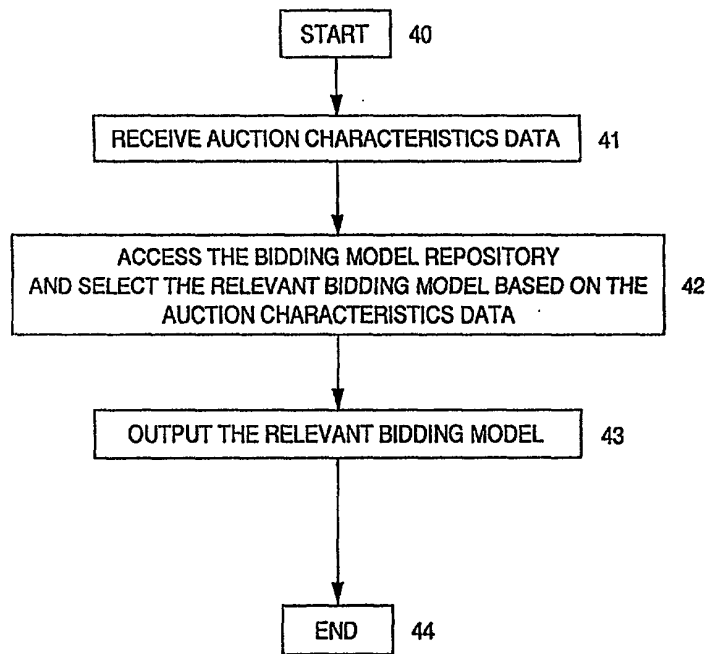
BIDDING MODEL SELECTION SUBMODULE

FIGURE 4

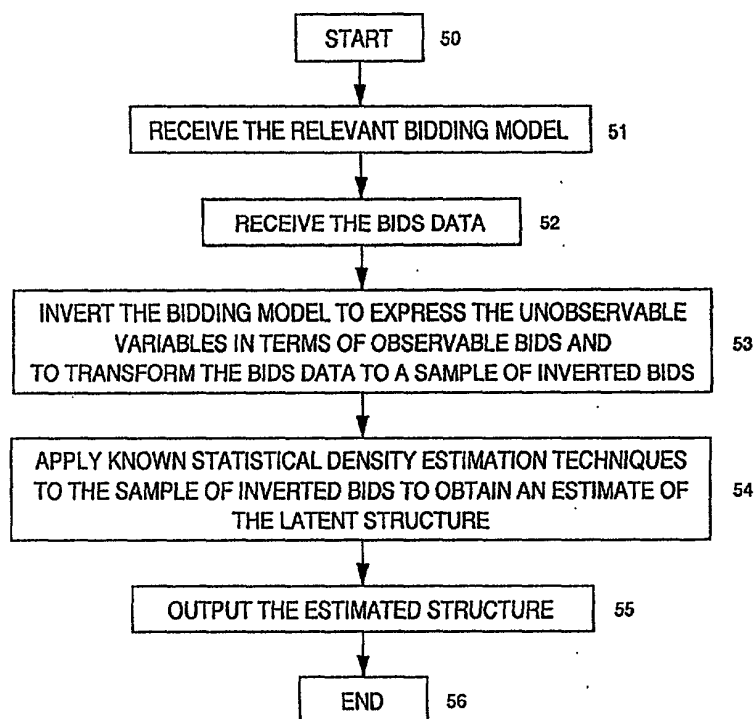
STRUCTURE ESTIMATION SUBMODULE

FIGURE 5

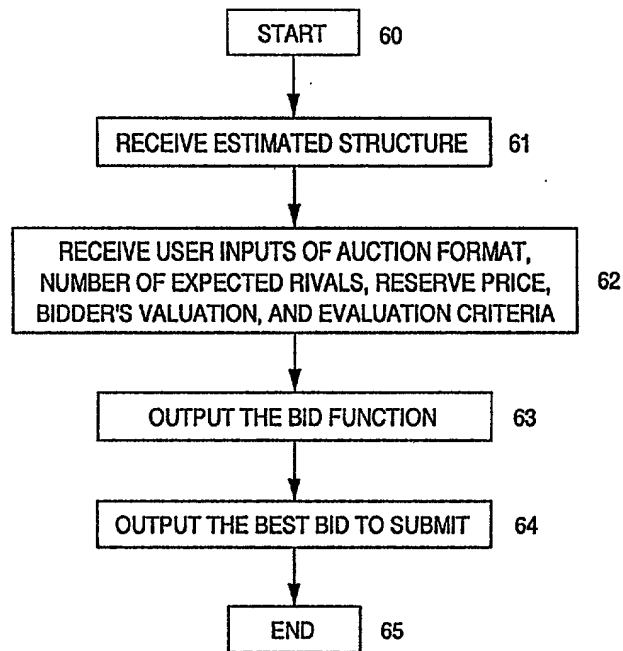
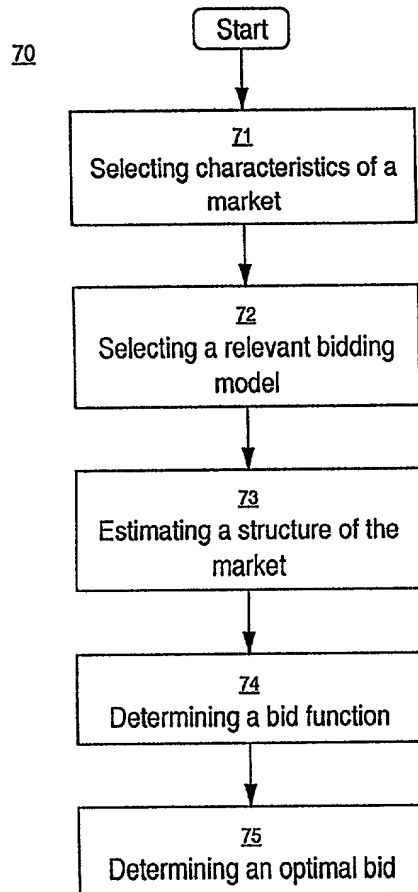
BIDDING CALCULATOR SUBMODULE

FIGURE 6

Figure 7

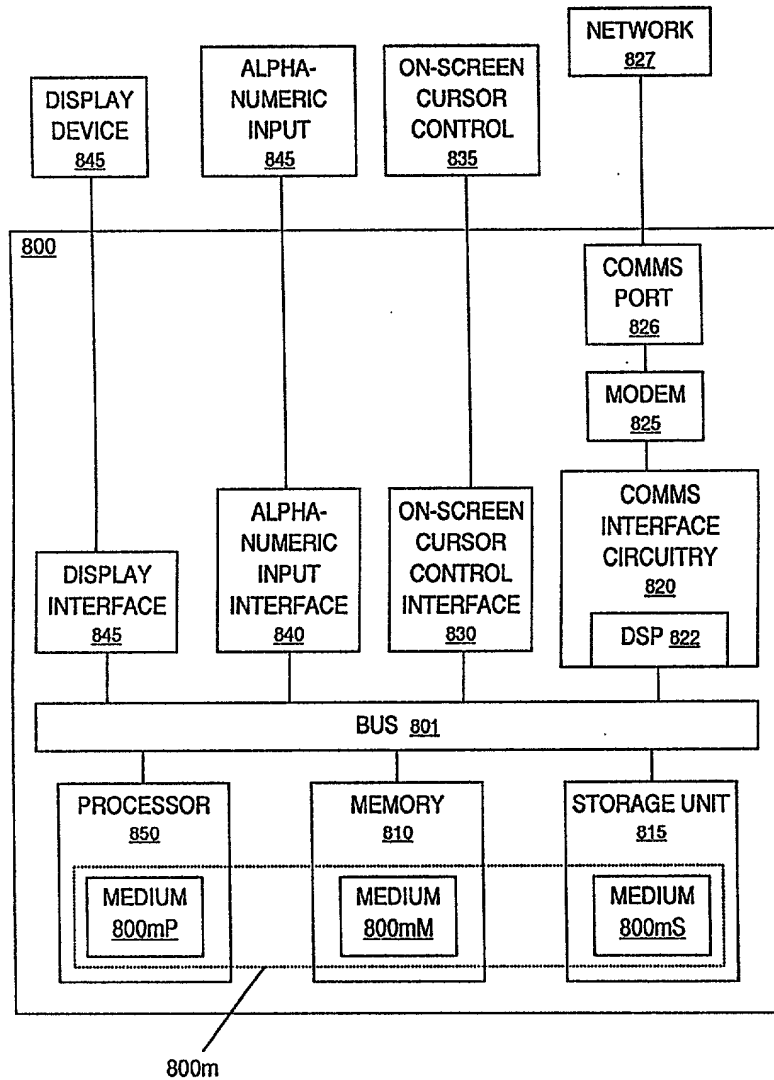


Figure 8

Historical Auction Data Repository contains data on past auctions. For the purposes of present invention, the following variables are observed for each auction in the database.

Auction:

Auction ID
Further Auction Characteristics

Auctioned Item:

Item ID
Name
Quantity
Description
Further Item Characteristics

Mechanism:

Auction Format
Reserve Price
Further Mechanism Characteristics

Bidders:

Bidder ID
Segment ID
Further Bidder Characteristics

Bids

Identities of participating bidders
Bids submitted by participating bidders

Outcomes:

Assigned payments for each bidder
Assigned quantities for each bidder

Figure 9a

AUCTION CHARACTERISTICS:

Auction ID

Item ID

Item Name

Quantity

Dates:

Announcement

Start

Close

Seller/Buyer ID

Auction Mechanism Characteristics

Invited Bidders' IDs

Participating Bidders' IDs and Bids, Quantities

Outcome:

Assigned Price for each bidder

Assigned Quantities for each bidder

Fees:

Shipping & Handling

Taxes

Auctioneer Fees:

Posting Fee

Ad Valorem Fee

Figure 9b

BIDS:

Bid ID
Auction ID
Item ID
Bidder ID
Bid Time Stamp
Price Bid
Bid Type
 Proxy
 Direct
Quantity Desired
Minimum Quantity
Currency

Figure 9c

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MECHANISM CHARACTERISTICS:

Format

English

Dutch

Sealed Bid First Price

Sealed Bid Second Price

Vickrey

etc

Buy/Sell

Entry Rule

Open

Free

Fee

Invitation

Free

Fee

Reserve Price

Secret

Open

Start Price

Bid Increment

Fixed

Relative

Closing Rule

Inactivity Time

Fixed Closing Time

Figure 9d

ITEM CHARACTERISTICS:

Item ID
Name
Description
Location
SKU
Manufacturer
Model Number
Condition
Warranty
Weight
Weight Unit
Measurement Unit
Currency
List Price
etc

Figure 9e

BIDDER CHARACTERISTICS:

ID
Segment ID
Name
Address
General Information
Socio Demographic Information
Etc

Figure 9f

SELLER/BUYER CHARACTERISTICS:

Seller/Buyer ID

Name

Address

General Information

Socio Demographic Information

Etc

Figure 9g